AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) A memory readable by a computer device and to contain ~~digital television signal for use in a digital television receiver for receiving~~ program and system information protocol (PSIP) data about digital television (DTV) content, the memory being organized to contain a data structure comprising: ~~from a broadcast transmitter, the digital television signal comprising a PSIP table, wherein the PSIP table comprises~~:

an information type descriptor including an information type identification field that contains a code specifying a data type of a logo graphic to be displayed on a display screen, the logo graphic being associated with a broadcaster or a source of an event in a DTV data stream ~~extra information associated with a virtual channel or an event in a DTV data stream~~; and

an extended information descriptor including an information expected usage field that includes a first field describing an expected usage of the logo graphic ~~extra information~~, the expected usage including a display option of the logo graphic ~~extra information~~.

2. (Currently Amended) The memory ~~digital television signal~~ of claim 1, wherein each of said information type descriptor and said extended information descriptor further includes:

a descriptor tag field; and
a descriptor length field.

3. (Currently Amended) The memory ~~digital television signal~~ of claim 2, wherein said descriptor tag field has a value of 0xC9 for said information type descriptor and a value of 0xC8 for said extended information descriptor.

4. (Canceled)

5. (Currently Amended) The memory ~~digital television signal~~ of claim 1, wherein the code

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included in the information type identification field characterizes said <u>logo graphic</u> ~~extra information~~ as one of:

a GIF-formatted image file;

a JPEG-formatted image file;

a TIFF-formatted image file;

an ASCII text file;

an HTML-formatted text file;

an XML-formatted text file;

a basic audio formatted file having a .au file extension;

an MPEG-formatted audio file;

a WAV-formatted audio file;

an MPEG-formatted video file;

a Quicktime-formatted video file;

an AVI-formatted video file; and

a user-defined formatted file.

6. (Currently Amended) The <u>memory</u> ~~digital television signal~~ of claim 1, wherein said information type descriptor further includes:

an information description length field; and

an information description text field.

7. (Currently Amended) The <u>memory</u> ~~digital television signal~~ of claim 6, wherein said information description length field identifies a length of said information description text field.

8. (Currently Amended) The <u>memory</u> ~~digital television signal~~ of claim 6, wherein said information description text field includes text that characterizes said <u>logo graphic associated with the broadcaster or the source of the event in the DTV data stream</u> ~~extra information associated with a virtual channel or an event in a DTV data stream~~.

9. (Currently Amended) The <u>memory</u> ~~digital television signal~~ of claim 8, wherein said information type identification field includes a code description corresponding to said text description in said information description text field.

10. (Currently Amended) The memory digital television signal of claim 1, wherein said extended information descriptor further includes:

an information location length field; and

an information location text field.

11. (Currently Amended) The memory digital television signal of claim 1, wherein said information expected usage field further includes:

a second field that describes said logo graphic extra information as being an advertisement or not; and

a third field that describes a location on a display screen where said creator of said extended information descriptor anticipates that a representation of said logo graphic extra information should be positioned.

12. (Currently Amended) The memory digital television signal of claim 1, wherein said first field describes said logo graphic extra information as one of:

undefined so as to have no expected usage;

extended event, extended programming guide (EPG) information that is to be displayed during an EPG display when an event is selected;

extended event selected information that is to be displayed when an event is selected;

extended channel EPG information that is to be displayed during an EPG display when a channel is selected;

extended channel selected information that is to be displayed when a channel is selected; and

user-defined information.

13. (Currently Amended) The memory digital television signal of claim 10, wherein said information location length field identifies a remaining length of said extended information descriptor as determined by said information location text field.

14. (Currently Amended) The memory digital television signal of claim 10, wherein said information location text field includes a string of text that is interpreted as a universal resource locator (URL).

15. (Currently Amended) The memory ~~digital television signal~~ of claim 14, wherein said URL is a reference to a data program within said DTV data stream or data external to said DTV data stream.

16. (Currently Amended) The memory ~~digital television signal~~ of claim 15, wherein the external data is from the world wide web (WWW).

17. (Currently Amended) The memory ~~digital television signal~~ of claim 15, wherein said data program within said DTV data stream is referenced with a path beginning as

dtv:/

or, said data from the world wide web (WWW) is referenced with a path beginning as

http://

or

http://www.

18. (Currently Amended) The memory ~~digital television signal~~ of claim 1, further comprising a link between said an information type descriptor and at least one of a virtual channel table (VCT) and an event information table (EIT).

19. (Currently Amended) The memory ~~digital television signal~~ of claim 1, further comprising a link between said extended information descriptor and at least one of a virtual channel table (VCT) and an event information table (EIT).

20. (Currently Amended) The memory ~~digital television signal~~ of claim 1, wherein said first field describes said logo graphic ~~extra information~~ as being at least one of:

intended to be displayed during a displaying of an EPG; and

intended to be displayed independently of a displaying of an EPG.

21. (Currently Amended) The memory ~~digital television signal~~ of claim 11, wherein said third field describes said location as being one of:

undefined so as to have no expected location;

in the background relative to information of greater priority on said display screen;

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the upper left quadrant of said display screen;

the upper right quadrant of said display screen;

the lower left quadrant of said display screen; and

in the lower right quadrant of said display screen.

22. (Currently Amended) A method to generate program and system information protocol (PSIP) data about digital television (DTV) content, ~~said PSIP data including at least one PSIP table as defined in claim 1~~ the method comprising:

generating an information type descriptor including an information type identification field that contains a code specifying a data type of a logo graphic to be displayed on a display screen, the logo graphic being associated with a broadcaster or a source of an event in a DTV data stream;

generating an extended information descriptor including an information expected usage field specifying an expected usage of the logo graphic, the expected usage including a display option of the logo graphic; and

generating at least one PSIP table including the information type descriptor and the extended information descriptor.

23-26. (Canceled)

27. (Currently Amended) A method to generate an extended programming guide (EPG) display about content in a digital television (DTV) stream of data packets, said method comprising:

receiving said DTV stream of data packets, said stream containing at least one program and system information protocol (PSIP);

recognizing an information type descriptor and an extended information descriptor within said PSIP table, wherein the information type descriptor includes an information type identification field that contains a code specifying a data type of a logo graphic to be displayed on a display screen, the logo graphic being associated with a broadcaster or a source of an event in the DTV stream of data packets ~~extra information associated with a virtual channel or an event in the DTV stream of data packets~~, and the extended information descriptor includes an information expected usage field which includes a first field describing an expected usage of the logo graphic ~~extra information~~, the expected usage including a display option of the logo graphic ~~extra information~~; and

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generating said EPG display as a function of at least one of the code included in the information

type identification field and the expected usage described in the first field.

28-31. (Canceled)

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